

# DRIVE-THROUGH LOCATION NEAR JAMES MADISON UNIVERSITY

785 MLK Jr. Way | Harrisonburg, VA

## EXECUTIVE SUMMARY

- » **Prime Corner Location:** Situated on one of the strongest traffic corners in the Harrisonburg market, at a signalized intersection near James Madison University.
- » **Current Use and Availability:** Currently operating as a Hardee's, the 3,468-square-foot building will be available for a new user starting in December 2026, offering a ready-made drive-through setup.
- » **Vibrant Surroundings and Accessibility:** Neighboring James Madison University, this area continues to see new growth and vibrancy.
- » **High Traffic Volume:** Combined traffic counts are around 26,000 vehicles per day and continue to rise. The site features 49 parking stalls, three points of ingress/egress from the intersection, and B-2 zoning.



## PROPERTY OVERVIEW

Acre	1.29 Acres
Square Footage	3,468SF
Zoning	B-2
Access	Signalized Intersection
Traffic	25,000 VPD (combined)
Parking	49 Stalls
<b>Lease Rate</b>	<b>\$39.50/SF NNN</b>

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**COTTONWOOD**  
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**SUBJECT PROPERTY**

**HARRISONBURG CROSSING**

Walmart  
 Barnes & Noble  
 Home Depot  
 Best Buy  
 Staples  
 Burlington  
 Bed Bath & Beyond  
 Michaels  
 Petco  
 GameStop

**FIREHOUSE SUBS & CHIPOTLE**



**JMU**  
JAMES MADISON UNIVERSITY

**JMU**  
BRIDGEFORTH STADIUM

253



**UNIVERSITY BLVD**

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at&t



PetSmart  
 Dollar Tree  
 Rent-A-Center  
 RAC  
 Cricket  
 H&R Block  
 Five Guys  
 Chick-fil-ee  
 Waffle House

**SPOTSWOOD SQUARE**

Kroger  
 Planet Fitness  
 TJ-Maxx  
 Sally Beauty Supply  
 Mattress Firm  
 Chj's  
 Papa John's  
 Starbucks



**HARBOR FREIGHT**

**SKYLINE VILLAGE**

Kohl's  
 Martin's  
 Cici's  
 Burger King  
 Red Lobster  
 ABC



**VALLEY MALL**  
 ± 505,000 SF GLA | ± 50 STORES  
 Target  
 JCPenney  
 Dick's Sporting Goods  
 Belk  
 BAM!



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# DEMOGRAPHICS

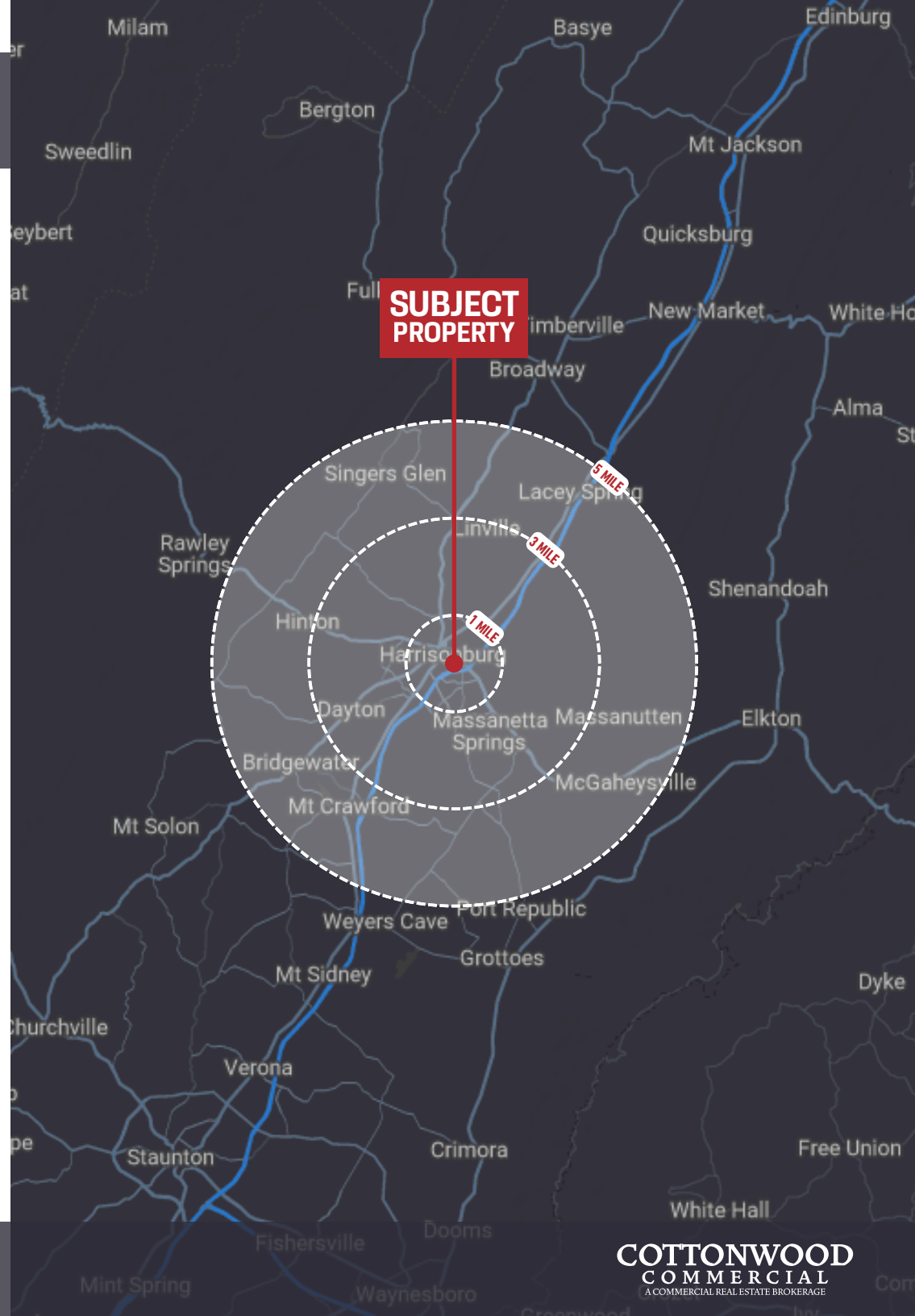
2025 - Radius	1 Mile	3 Miles	5 Miles
2025 Total Population	14,140	56,333	74,464
2025 Total Daytime Population	26,161	70,262	89,662
2025 - Drive Time	5 Min	10 Min	15 Min
2025 Total Population	18,166	56,379	82,945
2025 Total Daytime Population	27,535	72,164	101,545

Source: 2025 Key Demographic Indicators (Esri)

Traffic Counts:

**13,600** Vehicles Per Day  
on Reservoir St

**11,400** Vehicles Per Day  
on Milk Jr Way



# MARKET OVERVIEW

Harrisonburg is one of the fastest growing cities in Virginia and the Harrisonburg metro is the second fastest growing in the state. The market was recognized as one of the top twenty emerging metros in the U.S. as job gains, wages, real retail sales growth, and building permits continue to outpace most of the Commonwealth of Virginia on a percentage basis.

In addition to James Madison University (22,000 students), the Harrisonburg metro is home to three other colleges and universities. Eastern Mennonite University, with an enrollment of 1,870; Bridgewater College has 1,800 students; and Blue Ridge Community College adds 7,315 students to the area.

The metro area population exceeds 140,000 and the actual trade area is expanded with Harrisonburg's status as a regional destination for consumers well outside the traditional drive-time radius. The metro attracts shoppers from 20+ miles away with an estimated market served population of 261,000.

